

DIVINELY EMPOWERED

HOW TO UNLEASH HIDDEN LEADERSHIP
CAPACITY WITHIN YOUR
CHRISTIAN SCHOOL





DEVELOPMENT
AND LEADERSHIP COACHING

Our Time Together



Zach Clark

**WHAT DO LEADERS REALLY DO
TO GROW AND DEVELOP A
CHRISTIAN SCHOOL?**



PAINT A
PICTURE OF
YOUR
CONVICTION

CLARIFY YOUR
STRATEGY

ENGAGE AND
DEVELOP
OTHERS

BRING IT ALL
TOGETHER

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
ALL AUDIENCES
BY THE MOTION PICTURE ASSOCIATION OF AMERICA

DISCIPLINE 1:
PAINT A PICTURE OF YOUR
CONVICTION

What “business” are you in?

You can only raise money for two things...

SAVING OR CHANGING LIVES YOUR MESSAGE

PROFILE OF YOUR VISION

KEY QUESTIONS

GIVING DRIVEN STEPS

STEP 1
COMPLETE

STEP 2

STEP 3

STEP 4

- What is our vision?
- How did we get here?
- What are we working toward / what is the strategy?
- What are the giving driven steps?
- What are you asking me to do?

Vision is ***why*** we do what we do.

Mission is ***how*** we do, ***what*** we do, and
who we serve.

Our Core Values are who we are at our ***best.***

Vision is ***why*** we do what we do.
A Vision Profile is a picture of a ***life***.



The Class of 2029



Well-educated - completed a quality academic program

Wise - knows how to use the knowledge acquired

Biblical Worldview - possesses a thinking that is informed by Scripture

Effective Leader - has a positive influence on others

Strong Communicator - articulates thoughts and ideas clearly

Highly Connected to God - strong in faith and spiritual disciplines

Cross-cultural - interacts well with different kinds of people

Engages the World - committed to serving others

Faithful in Difficulty - endures all things with resilience

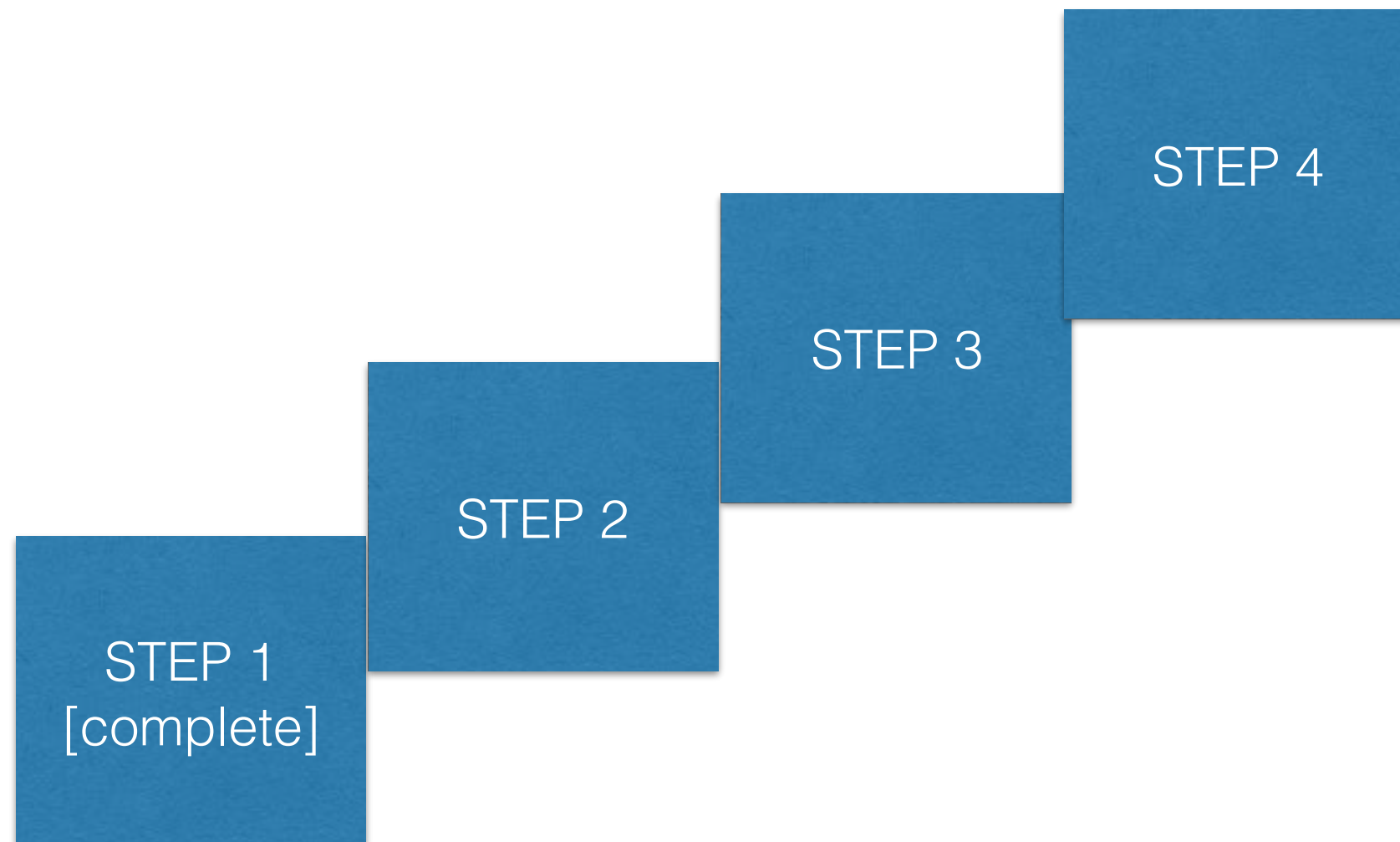
Your History is all about the key ***milestones*** of progress that God has brought you through.

What You Are Working Toward is your three to five
strategic priorities.

Your Giving Driven Steps help your donors see
how giving moves you forward.

Each step builds upon the success of the
previous step.

PLANNING



Step 1 is ***done!***

Step 2 is the next ***2-5 years.***

Step 3 and Step 4 is for the next ***5-10 years.***

SAVING OR CHANGING LIVES YOUR MESSAGE

PROFILE OF YOUR VISION

KEY QUESTIONS

GIVING DRIVEN STEPS

STEP 1
COMPLETE

STEP 2

STEP 3

STEP 4

DISCIPLINE 2:
CLARIFY YOUR
STRATEGY



SIMPLE STRATEGIC PLANNING



VISION
MISSION
VALUES

VISION
PROFILE

OUR
PRIORITIES

STRATEGY

WHO WE SERVE

WHO WE DON'T

THE VALUE WE
PROVIDE

WHAT YOU GET
——
WHAT YOU PAY

OUR ECONOMIC
ENGINE

MARGIN PER X

Richard Scarry's

FIND
YOUR

A B C's



abcd's of branding

- A. Brand Purpose
- B. Brand Position**
- C. Brand Personality**
- D. Brand Identity

your brand position

To **X** (target),
name of our school
is the **Y** (frame of reference)
that **Z** (point of difference).

To **currently dissatisfied parents** (target),
our Christian school
is the **low-cost faith-based option** (frame of reference)
that **provides a basic educational experience** (point of
difference).

To **denominationally affiliated parents** (target),
our school
is the **traditional choice** (frame of reference)
that **provides a safe environment with academic
quality based upon the traditional Christian faith**
(point of difference).

To **concerned parents wanting more** (target),
our Christian school
is the **worthwhile experience and lifestyle** (frame of
reference)
that **consistently results in young men and women of
distinction** (point of difference).

your brand personality



How would you be described by others?

If your school were a person, how would people describe you?

- A. Brand Purpose
- B. Brand Position**
- C. Brand Personality**
- D. Brand Identity

VISION
MISSION
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OUR
PRIORITIES

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WHO WE SERVE

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WHAT YOU GET
——
WHAT YOU PAY

OUR ECONOMIC
ENGINE

MARGIN PER X

The Value Equation

What you get

\$10

What you pay

\$50

The Value Equation

What you get

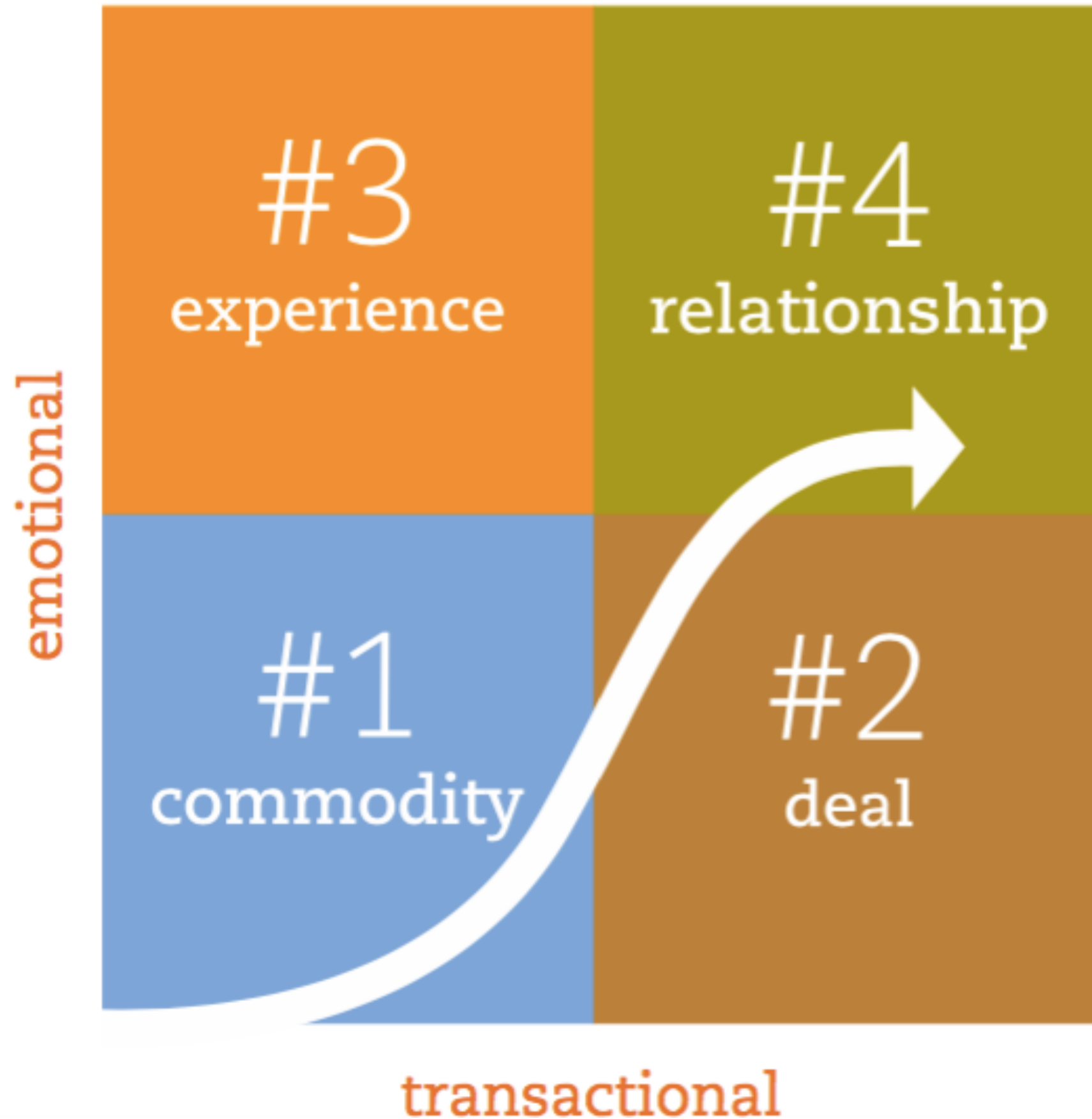
\$3,000

\$10,000

What you pay

\$7,000

\$7,000



Source: Woody Faulk

VISION
MISSION
VALUES

VISION
PROFILE

OUR
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WHO WE SERVE

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WHAT YOU GET
——
WHAT YOU PAY

OUR ECONOMIC
ENGINE

MARGIN PER X

DISCIPLINE 3:
ENGAGE AND DEVELOP
OTHERS

“...the discipline of growing real relationships with people, helping them see what God is doing, and then challenging them to have the impact that only they can have.”

Do you have a resource problem?

People Problems



FIRST WHO, THEN WHAT

DONORS TO
RETAIN

DONORS TO
REGAIN

DONORS TO
RECRUIT

NON-DONORS

FAMILIES TO
RETAIN

FAMILIES TO
RECONNECT

FAMILIES TO
RECRUIT

FAMILIES TO
REACH

DEVELOPMENT STRATEGY

FACE TO
FACE

RETAINING

RECRUITING

SMALL
GROUPS

RECRUITING

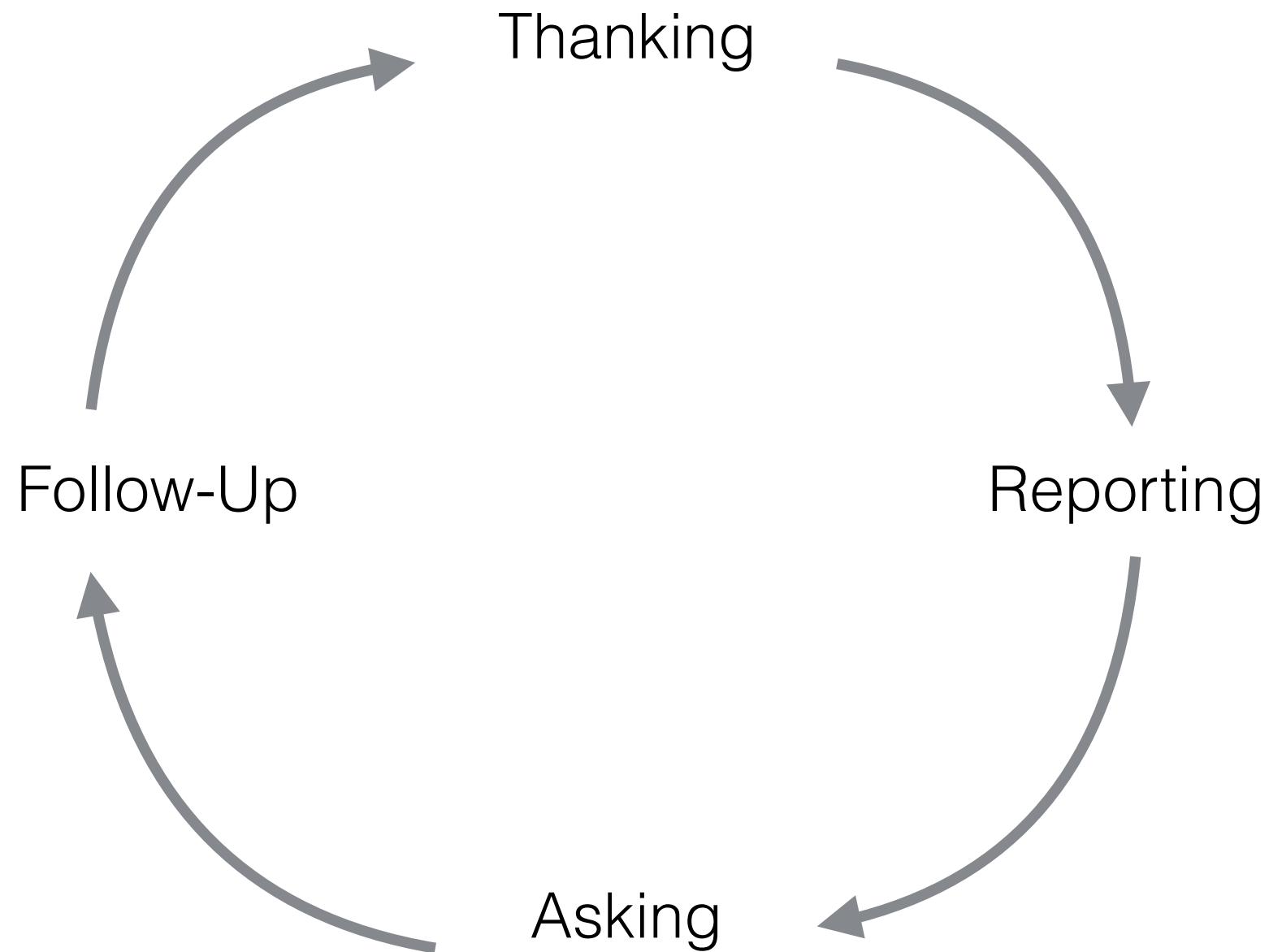
REGAINING

LARGE
GROUPS

RECRUITING

LOSING

THE DEVELOPMENT JOURNEY





THE YEARLY SCORECARD



Your 4 most important numbers:

Total giving = \$?

Total number of multi-year *pledges* = ?

Total *retention* of students = ?

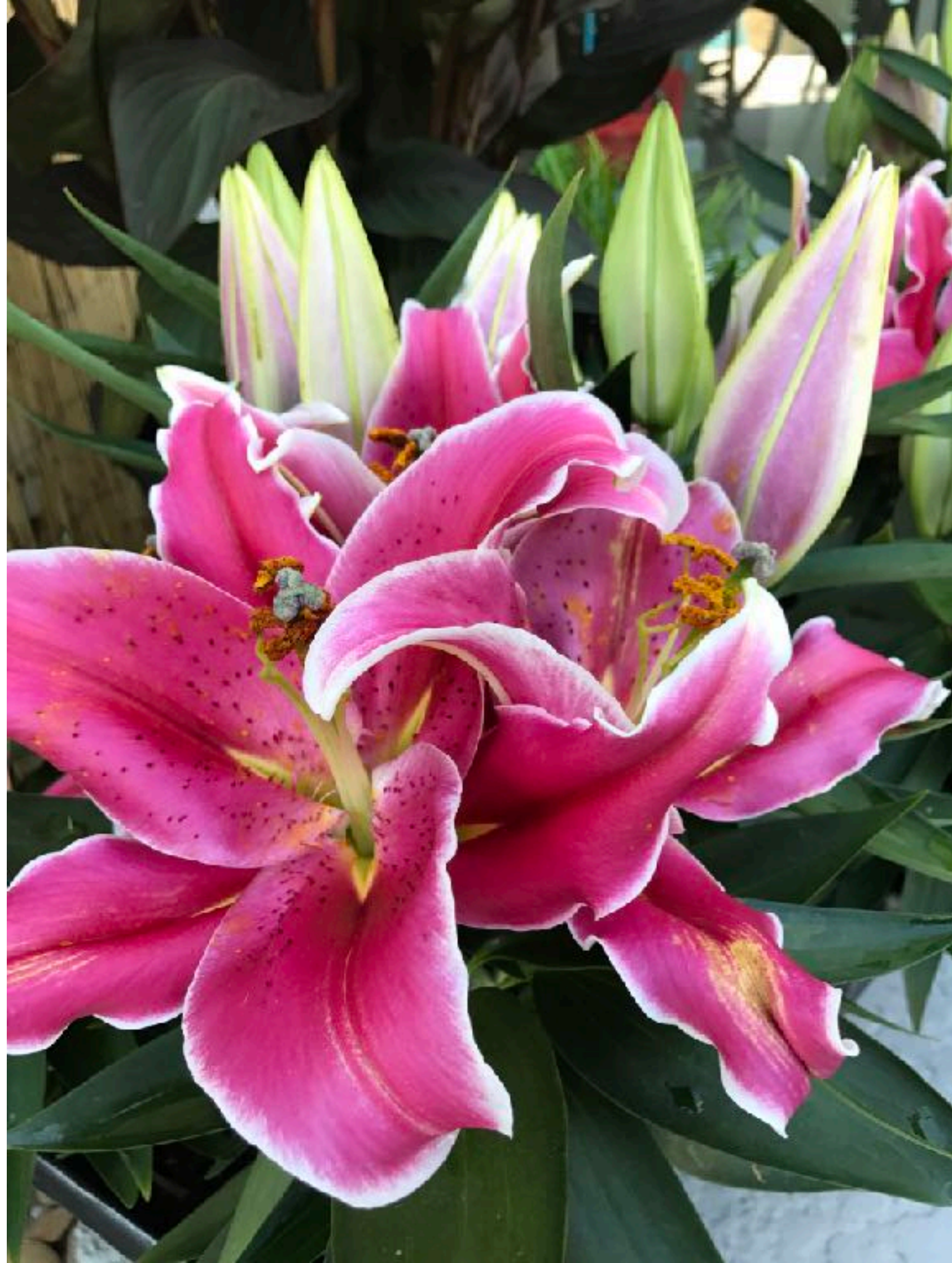
Total number of face to face *meetings*
with prospective families = ?

BRINGING IT ALL TOGETHER









Can this be done?

Exodus 3
Exodus 14



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